B.S., SPORT MANAGEMENT AND PROMOTION

WHY CHOOSE SPORT MANAGEMENT AND PROMOTION?

USJ students in the Sport Management and Promotion major turn their passion for sports into careers in the field. Through a comprehensive curriculum and internship experiences on campus and with local teams and companies, students learn how to succeed as business professionals in the global sports industry.

CAREER OPPORTUNITIES

USJ’s Sport Management and Promotion graduates enter the industry prepared to thrive in areas such as:

» Sport Team Management
» Recreation Administration
» Health and Fitness Management
» Sports Marketing
» Business Management
» Venue and Event Management

Learn the business management side of the sports industry
Gain valuable skills during two required internships
Prepare for a wide range of careers or graduate school
ACADEMIC DISTINCTIVENESS
As Sport Management and Promotion majors, students combine coursework, internships, and other experiential learning, preparing them to:

» Develop professional and interpersonal skills
» Graduate with valuable real-world experience
» Begin their careers with a thorough understanding of sports law, marketing management, sports ethics, and more

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